

Emerging Trends In Broadcasting 2019

Regulatory Policy, Practices & Challenges in the Era of Convergence (of Services) Policy and Regulations

Presented By : S.N. Sharma
President, AIDCF

Cable/ Satellite in India Became the Catalyst that Drove Expansion of TV in India

- ✓ Emergence of Cable TV in India
- ✓ Triggered by the Gulf War
- ✓ Small LCOs foray into the TV industry

1990

- ✓ A few broadcasters establish themselves
- ✓ 20-30 channels on air
- ✓ Cable distribution: small scale/ local businesses

1992-95

- ✓ Emergence of MSOs, with Pan-India Presence
- ✓ Channels go Encrypted/ Pay
- ✓ Boom in number of channels (600+)
- ✓ Emergence of digitalisation
- ✓ Industry starts Consolidating

1995-2010

Indian Cable TV went Digital

Indian Cable TV Digitisation

- ✓ Shift from Analogue to Digitization Notification
- ✓ DAS Phase 1 and 2 digitization completed (27 Million Digital Subscribers)

2012-14

- ✓ Digitization in Phase 3 almost completed in Dec. 2016. Phase 4 almost over as well.
- ✓ 140 mn homes digitized in the shortest span of time across the world

2015-17

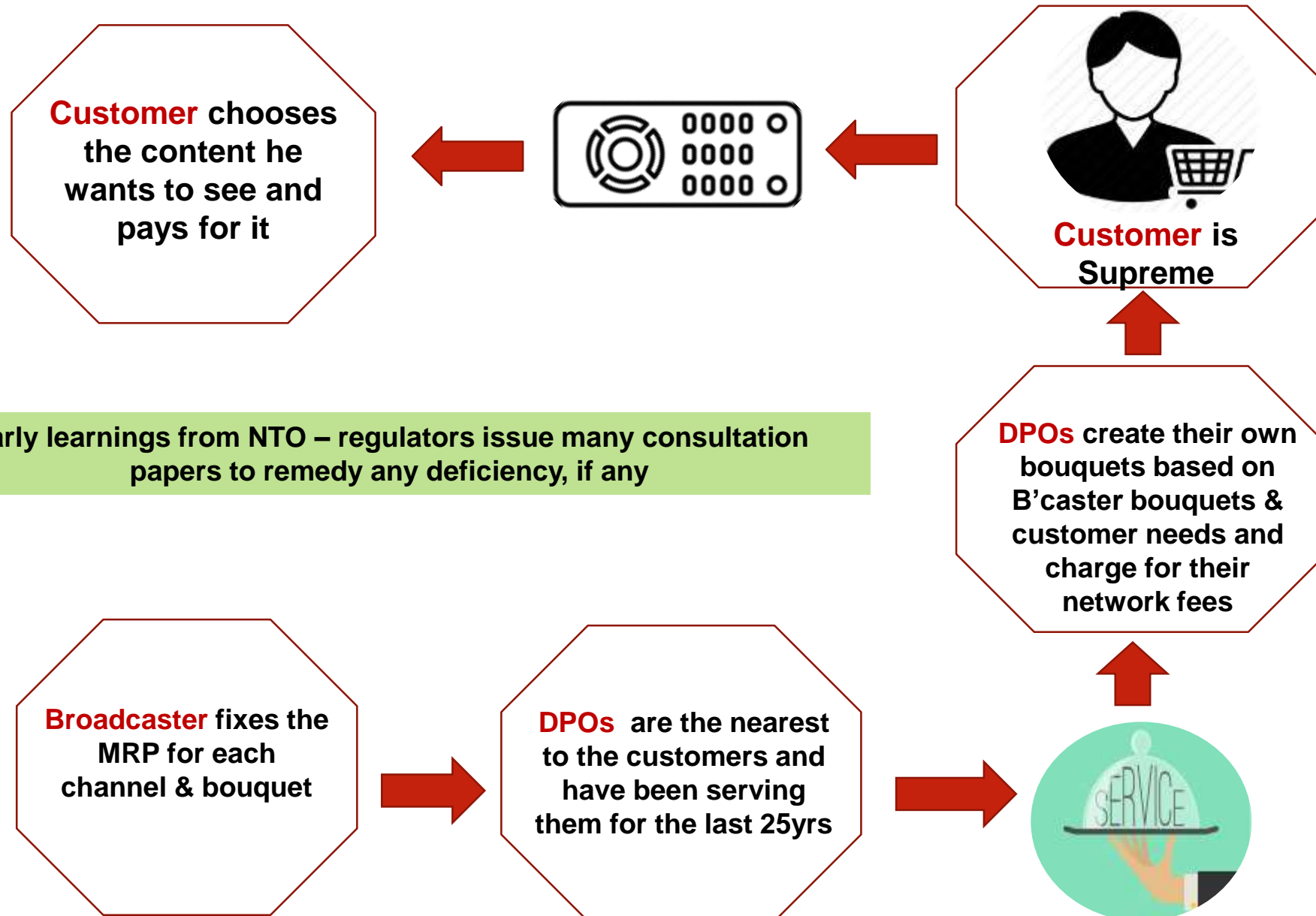
Biggest Digital Revolution in the world - 140 mn homes digitised

Executed by the industry stakeholders without any sops and govt. funding

Industry's grand metamorphosis from Analog to Digital Cable TV

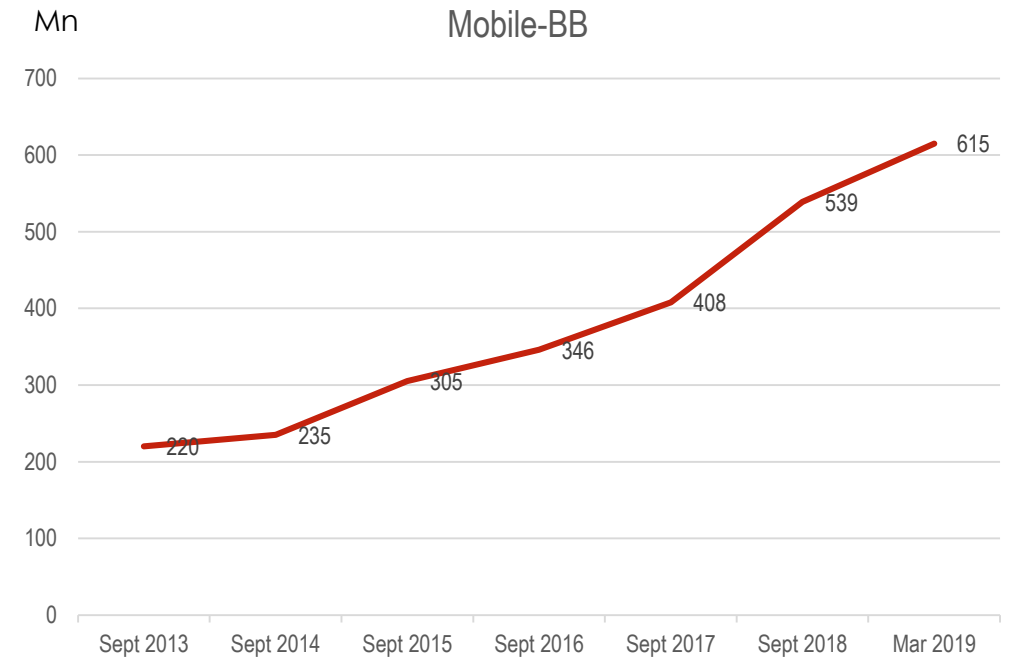
CATV digitization and investments phase over

Digitization enables Full Transparency through NTO



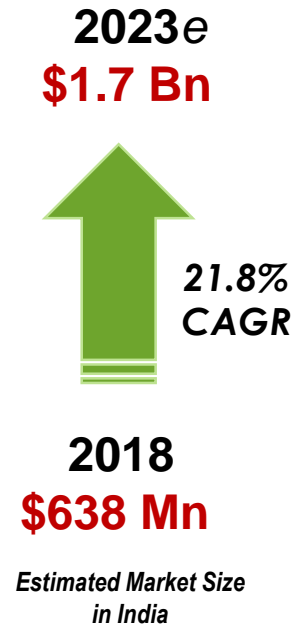
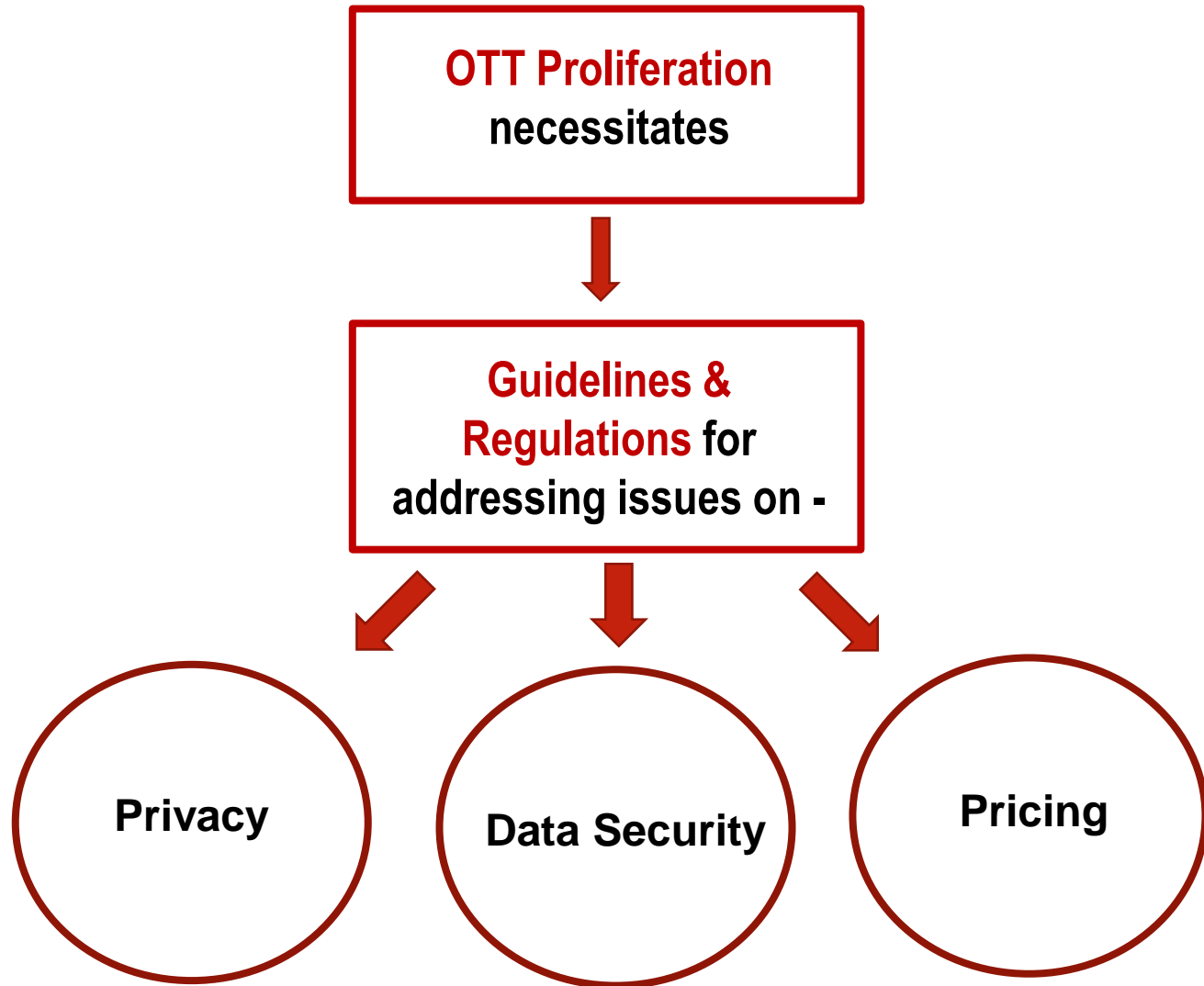
- India has raced to **No. 2 position** with **615 Mn** Mobile Data users (Mar 19) **well ahead of USA (292 Mn)**.

- Mobile Data users rose to **615 Mn** (Mar '19) from **346 Mn** (Sep'16)
- **Data usage** per user grew massively to **9 GB** (Mar'19) from **0.25 GB** (Sep '16) per user per month
- Mobile data traffic per month is expected to grow from **4.6 Exabytes** in **2018** to **16 Exabytes** in **2024**



- **Fixed line Broadband** : Current penetration @6% - **An opportunity in waiting**
 - India ranks 134th in its reach of wired broadband
 - Growing adoption of Video consumption through smart screens creating demand for High Speed Internet

Surge in Data consumption in India led to a meteoric rise in OTT consumption



Thank You